AMENDMENT

Please amend the above-identified application as follows:

<u>Amendments to the Claims</u>:

The listing of claims below will replace all prior versions of claims in the application:

<u>Listing of Claims</u>:

1.   (Currently Amended) A method of providing preferred location specific content for interleaving into broadcast content, the method comprising the steps of:

storing user preferences in user preference records in a content server;

storing location specific content (LSC) in LSC records in the content server, <u>wherein LSC records comprise data elements comprising digital content, content type, target location, duration, relevant date range, and relevant time range</u>;

receiving, from a digital communications network, a location of a user client device;

determining local date and time at the location of the user client device;

<u>storing more than one indication of the location of the user client device and, associated with each such indication of location of the user client device, the local time when the user client device was at the location;</u>

<u>calculating, in dependence upon the stored indications of location and time, a speed of the user client device and a direction of travel of the user client device;</u>

creating preferred location specific content (PLSC) records in the content server, the creating carried out in dependence upon the LSC records, the user preferences,

the location of the user client device, and the local date and time at the location of the client device, further comprising creating preferred location specific content (PLSC) records in dependence upon the user preferences, the location of the user client device, the local date and time at the location of the client device, and the speed and direction of travel of the user client device; and

downloading the PLSC records through the digital communications network from the content server to the user client device, wherein the PLSC records to be downloaded include priority, and downloading the PLSC to the user client device further comprises:

downloading the PLSC to the user client device in dependence upon priority; and

excluding priority from the downloaded PLSC records.

2. (Original) The method of claim 1 wherein storing LSC further comprises receiving user preferences entered by a user through a browser.

3. (Original) The method of claim 1 wherein storing LSC further comprises data mining LSC from vendors' customer databases.

4. (Original) The method of claim 1 wherein user preference records comprise data elements comprising priority and user preferences.

5. (Canceled)

6. (Original) The method of claim 1 wherein PLSC records comprise data elements comprising digital content, duration, and user identification.

7. (Original) The method of claim 1 wherein creating PLSC records further comprises selecting LSC records in dependence upon the user preferences, the location of the user client device, and the local date and time at the location of the client device.

8. (Original) The method of claim 1 wherein creating PLSC records further comprises selecting LSC records having content types, target locations, and relevant date and time ranges that match, for a user, the user preferences from a user preference record for the user, the location of the user client device associated with the user, and the local date and time at the location of the user client device associated with the user.

9. (Original) The method of claim 1 wherein downloading the PLSC records to the user client device further comprises downloading the PLSC to the user client device at the network address for the user client device within the digital communications network, wherein the PLSC so downloaded comprises digital content and duration.

10. (Canceled)

11. (Original) The method of claim 1 wherein downloading the PLSC to the user client device further comprises downloading the PLSC to the user client device at the address with which the user client device is associated in the digital communications network, wherein the PLSC so downloaded comprises digital content, duration, and priority.

12. (Original) The method of claim 1 further comprising periodically repeating the steps of receiving a location, determining local date and time, creating PLSC records, and downloading the PLSC records to the user client device.

13. (Canceled)

14.   (Currently Amended) The method of claim 1̶3̶ comprising the further steps of:

periodically repeating the steps of receiving a location, determining local date and time, creating PLSC records, and downloading the PLSC records to the user client device; and

calculating a repetition rate for the step of periodically repeating, wherein calculating a repetition rate is carried out in dependence upon the speed of the user client device.

15.   (Currently Amended) The method of claim 1̶3̶ comprising the further steps of:

calculating a calculated area of relevance; and

selecting LSC records having target locations within the calculated area of relevance.

16.   (Original) The method of claim 15 wherein calculating a calculated area of relevance further comprises projecting where the client device will probably be for a relevant period of time, wherein the projecting is accomplished in dependence upon the speed and direction of the client device.

17-48. (Canceled)